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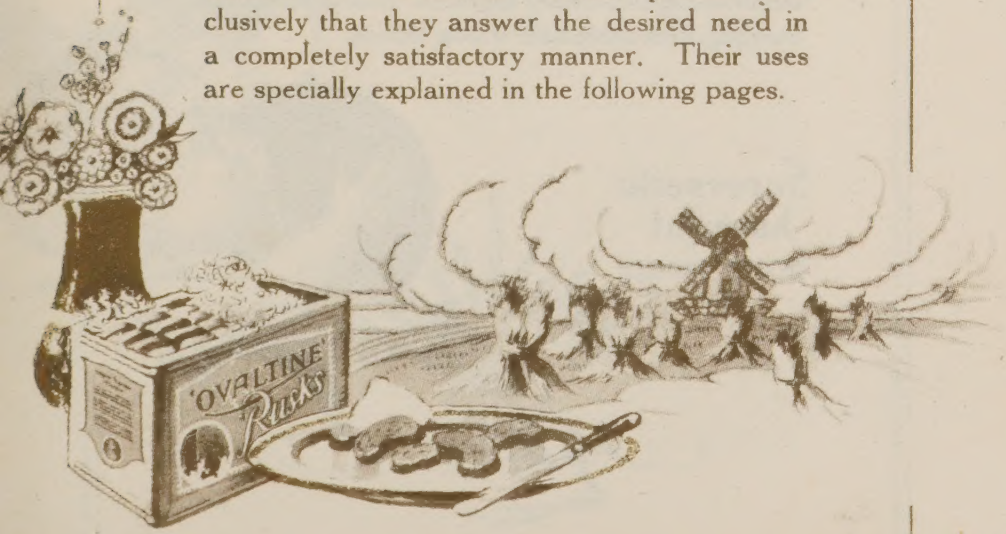
'OVALTINE' Rusks

FOR some time we were repeatedly urged by the medical profession to introduce a rusk which would encourage healthy dentition and, unlike ordinary rusks, would be nutritious, delicious in flavour and easily digestible.

In the manufacture of "Ovaltine" Rusks only the finest wheaten flour is used—unbleached, unadulterated and guaranteed absolutely pure. The addition of a proportion of "Ovaltine" adds to their nutritive value and, at the same time, gives them a fascinating flavour and renders them easy of digestion.

The generous praise received from doctors, nurses and the public in general since the introduction of "Ovaltine" Rusks proves conclusively that they answer the desired need in a completely satisfactory manner. Their uses are specially explained in the following pages.



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Teething Babies

Much of the fretfulness associated with teething time is prevented if crisp "Ovaltine" Rusks are given Baby to bite upon when the first little teeth are making their appearance.

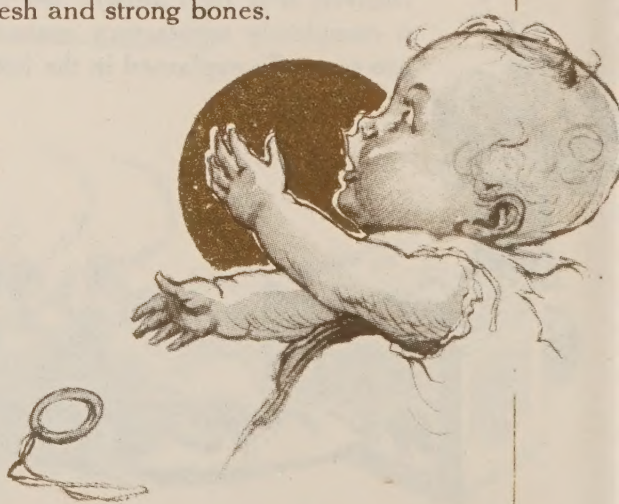
Supply delicious Nourishment

With the assistance of these delicious rusks the tiny teeth come easily and quickly through the gums. Bone rings should never be given for they are unhygienic and often result in germ infection or malformation of the mouth.

Baby delights in the crispness of "Ovaltine" Rusks. Strong healthy teeth with good formation are promoted. From the earliest days Baby is taught to bring the masticating muscles into action. The little jaws are given the exercise they need for proper development.

Remember, too, that "Ovaltine" Rusks provide wholesome and easily digested nourishment for building firm flesh and strong bones.

Supersede harmful bone rings

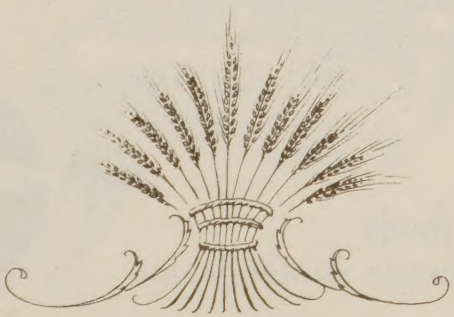


Prevent Teething troubles

As Baby grows older "Ovaltine" Rusks should continue to form part of the daily dietary. The normal instinct in a child is to chew the food given and the only way to develop that instinct is to provide a proportion of food which must be chewed. When only soft foods are given the normal masticatory instinct is lost. The result is irregular and crowded teeth, ill-developed jaws and ugly mouths. Many children are handicapped in this way.

It is worth emphasising that efficient mastication has a vital bearing upon health, and to encourage a thorough performance of this function "Ovaltine" Rusks are of inestimable value.

Encourage proper Mastication



'OVALTINE' RUSKS
for
Growing Children

Keep teeth healthy and develop jaws

The children of this country have the worst teeth in the world. This is simply the result of mastication having been allowed to fall into abeyance by the national habit of eating soft food. Your doctor and dentist will confirm that this bad custom is responsible for so many children having narrow jaws, lack of width in the palate and insufficient accommodation for the nasal passages.

When the teeth and jaws are properly exercised the dangers of decay, adenoids, and the other ill-conditions mentioned are reduced to a minimum. Children are also saved the toothache which is often a painful trouble throughout their early and more mature years.

"Ovaltine" Rusks are so delightfully crisp, and deliciously flavoured that children prefer them to soft bread and biscuits. They are rich in the wholesome nourishment children need for vigorous and healthy growth.

Soft foods encourage dental decay

'OVALTINE' RUSKS

for Convalescence

"Ovaltine" Rusks are particularly acceptable in convalescence. They are so delightfully crisp—so deliciously flavoured. Unlike soft foods, of which convalescents often tire, they are always enjoyed. The nourishment they supply is digested with ease—even when the digestive functions are weak and impaired by illness.

They owe their great value to the fact that they contain a proportion of "Ovaltine" Tonic Food Beverage. As this well-known preparation supplies concentrated nourishment it will be appreciated that the nutritive value of the Rusks is greatly enhanced.

"Ovaltine" Rusks can be used with advantage in making dainty and nourishing dishes that will appeal to the most fastidious palate. A number of recipes are given on another page, and these will probably suggest many others.

Provide Easily-digested Nourishment

Delicious with Cheese

" As cream is to strawberries—so are 'Ovaltine' Rusks to cheese."

At all meals " Ovaltine " Rusks are most acceptable in place of bread, toast or biscuits. Their delightful crispness is a welcome change from soft foods and they are much more nourishing. When eaten with cheese they are particularly delightful. A rare and piquant flavour is added to the cheese and the nourishing value of the repast is substantially increased.

These dainty, crisp and nourishing rusks are served in the House of Lords and in leading hotels and restaurants.

Master Cheese

Miss Rusks

Side by side—a happy pair—
Miss Rusks and Master Cheese.
Their treasures they will gladly share,
Combined they're sure to please.

Recipes

Invalids' Toast

Stew 1 lb. Apples with sugar and cinnamon flavouring (if allowed). Place in pie dish. Break or crumble six "Ovaltine" Rusks and place on top. Boil 1 teacup of milk, stir in the yolks of two eggs and one dessertspoon of sugar. Stir over the fire till it thickens. Pour over the rusks. Beat white of eggs stiffly with a very little sugar. Spread over. Firm and slightly brown in the oven.

"Ovaltine" Rusks Trifle

Take 10 "Ovaltine" Rusks and spread each with raspberry, redcurrant or strawberry jam. Dissolve a jelly square of the jam flavouring, and pour over the rusks, in a glass dish. When cold put a little whipped cream on top.

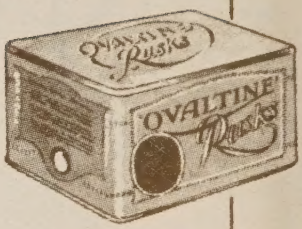
"Ovaltine" Rusks Gateau

Cover bottom of a pie dish with "Ovaltine" Rusks, pour over them a layer of stewed, sweetened rhubarb or any other stewed fruit. Next pour on a layer of custard, then a layer of rusks, again a layer of fruit, and lastly pour some custard over. Keep hot in the oven for 20 minutes. Needs no more cooking.

Summer Day Pudding

Stew some rhubarb with plenty of water and sugar. Put in a pie dish sufficient "Ovaltine" Rusks to cover the bottom closely. Pour over a layer of rhubarb and allow to soak in. Next, another layer of Rusks and continue to alternate them with rhubarb till the dish is full. Cover with a plate and set aside for 24 hours in a cool place. Serve cold, turned out on a glass dish with whipped cream or custard poured over. Raspberries, redcurrants or any stewed fruit may be used instead of rhubarb.

Recipes



"Ovaltine" Rusks Pudding

One dozen "Ovaltine" Rusks, spread with a little jam placed in a dish. Make a custard and pour hot into the dish. When cold turn out and cover again with custard.

"Ovaltine" Rusks and Prunes

Crush about 8 rusks and mix with ½ pint of custard, sweetened and cooked, and steam in a little bowl for about half an hour. Turn out and serve with ½ dozen stewed prunes.

Orange Custard

Soak 8 "Ovaltine" Rusks in the juice strained from 2 oranges. Cover with custard.

NOTE : Sultanas, Raisins, Currants or other dried fruits make delicious additions to Rusk puddings.

Manufactured by A.WANDER, Ltd.,
London and King's Langley.